

MINUTES OF BOARD MEETING FOR PORT STEPHENS TOURISM LTD ACN 080 458 733
Held at the Visitor Information Centre, Nelson Bay on 30 May 2019

Note: These minutes convey items requiring board approval and do not capture all comments and discussions held at Destination Port Stephens' Board Meetings.

Present	A Macdonald, J Gardner, F Future, M. Turner, D. Brown
Apologies	S. Crowe. J Kim, T Crosdale
In Attendance	E. Gilliland
Business Arising	<p>May 2019 board minutes accepted.</p> <p>Moved: F. Future Seconded: D. Brown</p>
Chairman's Report	<p>Chairman called for nominations from the board for Treasurer to replace Simon Glover.</p> <p>Frank Future was nominated and was accepted as Treasurer.</p>
Financial Report	<p><i>Financial reports as presented accepted.</i></p> <p>Moved: A. Macdonald Seconded: F. Future</p>
CEO Report	<p>1. Build Stakeholder Relationships</p> <p>Membership: Rock n Roll Club and 5 Star Self Storage were accepted as members by the Board.</p> <p>Moved: J. Gardner Seconded: D. Brown</p> <p>2019 DPS Marketing Prospectus</p> <p>The marketing prospectus was released on 3 May and eleven meetings were held with industry with additional meetings planned over next two weeks.</p> <p>2. Grow Brand Port Stephens – Information only</p> <ul style="list-style-type: none"> ○ Provided update to board that DPS has requested to see concepts however DPS was advised that we would only see concept/s that DNSW were happy with. ○ Board requested the CEO to follow-up with DNSW requesting to see concepts for the brand positioning.

3. Drive Destination Marketing – Information only

Destination Marketing Campaign

Primary focus has been to meet with industry to secure buy into the Destination Marketing Campaign. To date four Gold Partners had been secured at \$10,000 each.

Winter Campaign

Digital campaign to commence w/c 24 June to promote travel over July and August integrating Gold Partners who have bought into the destination campaign.

Events:

DPS has developed content and promoted six events including Mother's Day Events, Bluewater Country Music Festival and Moonshadow/Poyers Winter Warmer lunch.

Digital & Social Media:

- Website visits from 1 July 2018 to 30 April 2019 have increased by 14% and page views by 13% in comparison to the same timeframes last year.
- Online bookings for the year to date have increased by almost 40%.
- Social media – DPS gained 755 followers across our social media platforms in April 2019. Currently we have 14,165 Instagram followers and 29,659 Facebook followers.

International Marketing:

DPS hosted two famils in May for seven agents and organised four famils for 50 agents who will visit in June 2019.

International Marketing Plan

Presented a three-year international marketing plan to maximise opportunities from growth markets for Port Stephens.

Board approved the plan to be shared with International Marketing Partners.

4. Support Big Events and Big Ideas – Information Only

Love Sea Food Tastes Port Stephens

- Event Management contract was finalised and signed with Port Stephens Events to manage the event.
- Funding agreement with Port Stephens Council; for three years secured.
- DPS secured \$33,000 in sponsorship funding, in addition to grants, for the event.
- DPS will manage the marketing of the event and report required for grants for DNSW and Port Stephens Council

Tomaree Coastal Walk

DPS CEO has been invited to join the Tomaree Coastal Walk Advisory Group who will meet quarterly and will consist of ten members including representatives from government, industry and community groups.

CEO report accepted by the Board

Moved: F. Future **Seconded:** A. Macdonald

<p>General Business/Matters Raised by Directors</p>	<p>Port Stephens Paper Bay Proposal sent to DPS and Director M Turner from Port Stephens Packaging to support to the development of a Port Stephens Paper Bay.</p> <p>Board agreed in principle to the Paper Bay and proposed to feature new branding and promote to members.</p> <p>DPS CEO to respond.</p> <p>Plastic Free Port Stephens A strategic plan is being developed to identify key areas that the Plastic Free Port Stephens group can focus to deliver outcomes.</p> <p>Tomaree Coastal Headland F. Future provided an update on the Tomaree Coastal Headland advising that a grant had been sought via the Sydney Maritime Museum to undertake an initial scoping study for potential usage.</p> <p>DPS advocacy piece – this will be completed once constraints/what can be done has been identified by Government Agencies.</p> <p>World Heritage F. Future provided an updated and advised that due to Australia currently being on the UNESCO panel that we are not able to nominate for World Heritage so therefore the first step is to secure National Heritage.</p> <p>Cruise J. Gardner attended a meeting held by the Department of Premier and Cabinet on the value of cruise industry and potential opportunities for Newcastle and surrounding regions.</p>
<p>Close</p>	<p>Meeting closed at 8.50 am</p> <p>Next Board Meeting will be held on Thursday 27 June 2019</p>
	<p>Signed as an accurate record E. Gilliland 2019</p>